

Abstract of the Disclosure

Previous methods of protecting content that exists in an insecure format from piracy are computationally intense. This novel process and apparatus protect the 5 content with a more efficient technique, which leads to less expensive consumer electronics. The technique is based upon two watermarks, labeled a "rights" and "protect" watermark. The rights watermark is efficient, robust to duplication, embedded for each 10 reproduction of the content, and retrieved every time played and/or copied. The protect watermark is robust to removal, embedded only when the content is created, retrieved when tampering is suspected, and allowed to be computationally intense. The apparatus includes a 15 logic processor and storage unit to implement the embedding and retrieving process.